

INVIBES ADVERTISING CELEBRATES ITS SIXTH ANNIVERSARY

Paris, 15 June 2017 - **INVIBES ADVERTISING, an advanced technology company specialized in digital In-feed advertising, is celebrating its sixth anniversary with a new visual identity and a new website.**

Founded in 2011, it took INVIBES ADVERTISING just two years of development to launch its first In-feed format, making it the precursor in digital In-feed advertising content.

From day one, INVIBES ADVERTISING has constantly sought to develop its advertising offer, broadening its expertise to cover more than 15 exclusive In-feed formats that allow advertisers to offer web users an innovative and unique experience. With a portfolio of more than 200 leading advertisers in France and around the world, INVIBES ADVERTISING has already made a name for itself as a major player in all types of content (video, live, photo and editorial).

The Group has enjoyed exponential development, multiplying its turnover by close to 10 times in just four years, from €282 thousand in 2013 to €2,691 thousand in 2016, namely an increase of 854%.

2016 was also a year of profound strategic reflection and marked the launch of a new key stage in the Group's development with the IPO of INVIBES ADVERTISING on Euronext Access (former Marché Libre) in Paris.

Several innovative projects have already been unveiled in 2017, from Locator, an innovative location-based advertising solution, to Invibes Play (video format), the first "à la carte" dynamic invoicing offer or, even more recently, FULL STACK, a new automated platform devoted to In-feed advertising.

Today, the Group's new visual identity and its infinity symbol is designed to reinforce the emphasis placed on technology and to reaffirm the company's values and its capacity to adapt to a constantly-changing world. The new INVIBES ADVERTISING website is also online.

About INVIBES ADVERTISING

Created in 2011, Invibes Advertising is an advanced technology company specialized in digital advertising. It has developed advertising solutions supported by an In-feed format (integrated into media content) inspired by social networks and optimized for diffusion in a closed network of media sites (CCM Benchmark, Lagardère, Le Monde, Team Media and Prisma). Clients include major brands Carrefour, Danone, Groupe Mulliez, PSA, SBB, SNCF, Swissquote and Volkswagen. Invibes Advertising is a Pass French Tech 2016 accredited company with the ambition and capacity to pursue its strong growth.

It is listed on the Euronext Paris stock exchange (Ticker: MLINV – ISIN: BE0974299316)

For more information, go to www.invibes.com - www.invibes.ch

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Contacts

INVIBES ADVERTISING

Nicolas Pollet

CEO

nicolas.pollet@invibes.com

+33(1) 84 17 62 82

ACTUS Finance & Communication

Natacha Morandi

Investor Relations

nmorandi@actus.fr

+33(1) 53 67 36 94

Vivien Ferran

Media relations

vferran@actus.fr

+33(1) 53 67 36 34